

## PM-USA WEEKLY PERFORMANCE SUMMARY

### WEEKLY INTEGRATED NIELSEN - W/E 9/24/94

#### ALL OUTLETS COMBINED:

- PM's weekly share gained +0.4 points versus week-ago to 46.5%, with Marlboro's advance partially offset by OPB and Discount losses. The company's four week performance was stable at 46.3%, with Marlboro's increase more than offsetting losses by Cambridge and PL franchises.
- Marlboro's weekly share was up +0.6 points week-to-week to 29.6% (its highest weekly share year-to-date), while the franchise's four week share advanced +0.2 points versus the prior four week period to 29.3% (maintaining its highest share level to date).
- PM OPB's weekly share was off -0.1 point versus week-ago to 8.7%, while stable on a four week basis. PM's Discount share declined -0.1 point week-to-week to 8.1%, while its four week performance was off -0.3 points versus the prior four week period to 8.2% (matching its lowest level to date), with Cambridge and PL franchises accounting for the loss.
  - Basic's share of category (4wk.) was favorable versus Benchmark for the first time since the week ending July 23, 1994, likely benefiting from incentive deal activity.
- RJR's share (29.0%) was off -0.1 point versus week-ago, while up +0.2 points on a four week basis (its highest level since April). Week-to-week losses by Winston, Monarch, and RJR's PLs more than offset Doral's gain, while four week performance was influenced by Doral's advance.
- Lorillard's share increased +0.1 points week-to-week with Harley Davidson posting a +0.05 point gain to 0.3% during the third week of its national roll-out. The percent of stores stocking Harley expanded to 31%. (1.0% share in stores stocking)
- The Discount category's weekly share declined -0.5 points versus week-ago to 30.4% (its lowest level year-to-date), with RJR PL and GPC losses more than offsetting Doral's gain. On a four week basis, the category's performance was off -0.4 points versus the prior four week period to 30.8% (its lowest level since August 1992), with the Branded Discount segment accounting for the majority of the loss.

#### CONVENIENCE STORES:

- PM's weekly share increased +0.5 points to 48.0%, with strong weekly performance by Marlboro partially offset by OPB and Discount brand declines. On a four week basis, PM was down -0.2 points versus four weeks ago to 47.9%.
- Marlboro's weekly share was up +0.9 points versus week-ago to 32.6% (its highest level to date), more than offsetting last week's decline. The franchise's four week share advanced +0.2 points versus the prior four week period to 32.3%.
  - Marlboro incentive incidence declined -2 points to 10% of c-stores (including 4% of stores with the Country Store T-shirt with 5 pack promotion, down -2 points).
  - Marlboro B1G1F activity declined -1 point to 3% of c-stores.
- RJR's share on a one week basis declined -0.2 points to 28.2%, with gains by Doral and Camel more than offset by Winston and RJR PL declines. On a four week basis, RJR's share was up +0.3 points versus four weeks ago at 28.2%, with Doral driving performance (+0.4).
  - Doral free product incidence doubled to 6% of stores reflecting implementation of a B2G1F offer.
- The Discount category's weekly share declined -0.7 points versus week-ago to 30.8%, while on a four week basis the category declined -0.5 points to 31.4%, with losses by Cambridge (-0.2), GPC (-0.3), Monarch (-0.2) and the PL segment (-0.1) more than offsetting gains by Doral.
  - Misty B1G1F incidence remained at 5% of c-stores, -5 points below its peak level of three weeks ago.

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# BENCHMARKS

## NIELSEN DATA W/E 9/24/94

### ALL OUTLETS COMBINED:

- All benchmarks are favorable with the exception of OPB & B&H.

BENCHMARKS - TOTAL US					
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED					
	Target	Benchmarks*	4 w/e 24-Sep	Current vs. Benchmark	
Philip Morris	44.3	44.5 (lower limit)	46.3	1.8	Favorable
Marlboro	25.7	26.3 (lower limit)	29.3	3.0	Favorable
OPB	8.8	8.9 (lower limit)	8.8	0.1	Unfavorable
Virginia Slims	2.7	2.7 (lower limit)	2.8	0.1	Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.4	0.1	Unfavorable
Merit	2.8	2.8 (lower limit)	2.8	0.0	Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0	Favorable
Basic Shr. of Discount	15.1	14.5 (lower limit)	14.6	0.1	Favorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	30.8	3.7	Favorable
Private Label	8.5	9.0 (upper limit)	6.9	2.1	Favorable

\* Revised to reflect 1994 First Revised Forecast.

\*\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

### CONVENIENCE STORES:

- All benchmarks are favorable with the exception of OPB, B&H, Basic share of Discount, Lowest Discount Price and Absolute Price Gap.

BENCHMARKS - TOTAL US					
NIELSEN WEEKLY C-STORE AUDITS					
	Benchmarks	4 w/e 24-Sep	Current vs. Benchmark		
Philip Morris	45.2 (lower limit)	47.9	2.7	Favorable	
Marlboro	28.2 (lower limit)	32.3	4.1	Favorable	
OPB	7.7 (lower limit)	7.5	0.2	Unfavorable	
Virginia Slims	2.3 (lower limit)	2.3	0.0	Favorable	
Benson & Hedges	2.2 (lower limit)	2.0	0.2	Unfavorable	
Merit	2.6 (lower limit)	2.6	0.0	Favorable	
Parliament	0.4 (lower limit)	0.5	0.1	Favorable	
Basic - Shr. of Discount	16.3 (lower limit)	15.3	1.0	Unfavorable	
Discount Category	+2.0 Pts. (upper limit)*	31.4	3.5	Favorable	
Private Label	10.2 (upper limit)	8.0	2.2	Favorable	
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.33	\$0.01	Unfavorable	
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.60	\$0.03	Unfavorable	

\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

\*\* Source: Nielsen Weekly Pricing Audits (linear average)

\*\*\* Marlboro versus lowest Discount

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**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk-ago	9/3	9/10	9/17	9/24	Diff vs. 4w-ago
Philip Morris	41.63	45.50	46.12	46.54	46.67	46.47	46.31	46.28	46.47	46.13	46.08	46.45	0.37	46.46	46.43	46.33	46.28	-0.03
PM Premium	31.00	34.90	36.98	37.52	37.76	37.84	37.79	38.07	38.14	38.00	37.85	38.31	0.46	38.00	38.09	38.06	38.07	0.28
PM Discount	10.51	10.56	9.11	9.00	8.90	8.62	8.49	8.18	8.30	8.11	8.21	8.11	-0.10	8.42	8.30	8.24	8.18	-0.31
PM Branded Discount	7.55	7.81	7.30	7.27	7.17	7.04	7.00	6.81	6.87	6.75	6.83	6.77	-0.06	6.94	6.86	6.82	6.81	-0.19
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.38	1.43	1.36	1.39	1.34	-0.05	1.48	1.45	1.42	1.38	-0.12
PM Assorted Promo	0.11	0.03	0.03	0.01	0.01	0.02	0.03	0.02	0.03	0.02	0.02	0.02	0.00	0.03	0.04	0.03	0.02	-0.01
RJH Reynolds	33.58	31.87	28.99	28.57	28.40	28.54	28.82	29.03	28.80	29.24	29.12	28.98	-0.14	28.77	28.86	28.95	29.03	0.21
RJR Premium	16.88	16.72	16.76	16.83	16.74	16.92	17.04	17.04	16.93	16.97	17.14	17.10	-0.04	17.01	16.98	16.98	17.04	0.00
RJR Discount	16.51	15.06	12.16	11.68	11.60	11.55	11.71	11.92	11.79	12.19	11.91	11.81	-0.10	11.69	11.81	11.89	11.92	0.21
RJR Branded Discount	11.77	10.43	8.23	7.83	7.84	7.79	7.99	8.15	8.04	8.18	8.17	8.24	0.07	8.00	8.05	8.13	8.15	0.16
RJR Private Label	4.74	4.63	3.94	3.85	3.76	3.76	3.71	3.77	3.75	4.02	3.74	3.57	-0.17	3.69	3.76	3.77	3.77	0.06
RJR Assorted Promo	0.20	0.09	0.07	0.06	0.06	0.07	0.07	0.07	0.08	0.08	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.05	10.15	10.10	10.13	9.84	-0.29	10.26	10.18	10.16	10.05	-0.31
B & W Premium	4.33	3.99	4.14	4.09	4.14	4.22	4.15	4.11	4.12	4.06	4.14	4.10	-0.04	4.14	4.11	4.12	4.11	-0.04
B & W Discount	6.37	5.82	6.06	6.23	6.33	6.22	6.21	5.95	6.03	6.03	5.99	5.73	-0.26	6.12	6.07	6.04	5.95	-0.26
Lorillard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.56	6.41	6.49	6.63	6.70	0.07	6.44	6.44	6.50	6.56	0.14
Lorillard Premium	5.70	5.25	6.01	5.97	5.97	6.09	6.08	6.23	6.09	6.16	6.29	6.38	0.09	6.10	6.11	6.17	6.23	0.15
Lorillard Discount	0.03	0.13	0.30	0.33	0.31	0.31	0.34	0.33	0.32	0.33	0.34	0.32	-0.02	0.34	0.34	0.33	0.33	-0.01
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.11	6.17	6.07	6.13	6.08	-0.05	6.12	6.10	6.12	6.11	-0.01
American Premium	3.29	3.04	3.13	3.12	3.10	3.07	3.06	3.07	3.11	3.05	3.08	3.06	-0.02	3.06	3.05	3.07	3.07	0.01
American Discount	2.63	2.45	3.15	3.08	3.05	3.08	3.07	3.04	3.06	3.02	3.05	3.01	-0.04	3.06	3.05	3.05	3.04	-0.03
Amer Branded Discount	2.20	1.91	2.36	2.41	2.39	2.40	2.39	2.40	2.42	2.40	2.41	2.39	-0.02	2.39	2.40	2.41	2.40	0.01
Amer Private Label	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.64	0.62	0.64	0.62	-0.02	0.67	0.65	0.64	0.63	-0.05
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.84	1.84	1.87	1.85	1.80	1.86	0.06	1.83	1.86	1.82	1.84	0.00
Liggett Premium	0.74	0.59	0.55	0.53	0.52	0.52	0.51	0.51	0.51	0.51	0.50	0.51	0.01	0.51	0.51	0.50	0.51	0.00
Liggett Discount	1.57	1.24	1.40	1.41	1.37	1.34	1.33	1.33	1.36	1.33	1.29	1.35	0.06	1.32	1.35	1.32	1.33	0.00
Lig Branded Discount	0.36	0.27	0.36	0.34	0.30	0.28	0.22	0.19	0.21	0.18	0.20	0.18	-0.02	0.22	0.20	0.20	0.19	-0.03
Lig Private Label	1.22	0.97	1.04	1.07	1.07	1.06	1.11	1.14	1.15	1.15	1.10	1.16	0.06	1.11	1.15	1.12	1.14	0.03
A.O. Co.-International	0.13	0.12	0.15	0.14	0.14	0.14	0.12	0.12	0.13	0.13	0.11	0.11	0.00	0.12	0.12	0.12	0.12	0.00

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Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk ago	9/3	9/10	9/17	9/24	Diff vs. 4w ago
Philip Morris	41.63	45.50	46.12	46.54	46.67	46.47	46.31	46.28	46.47	46.13	46.08	46.45	0.37	46.46	46.43	46.33	46.28	-0.03
PM Premium-Shr Prem	50.04	54.08	54.70	55.10	55.31	55.07	55.03	55.12	55.32	55.23	54.82	55.12	0.30	55.19	55.29	55.21	55.12	0.09
PM Discount-Shr Disc	27.88	29.91	28.25	28.32	28.15	27.67	27.22	26.57	26.85	26.10	26.63	26.71	0.08	27.16	26.81	26.63	26.57	-0.65
PM Brd Disc-Shr Brd	26.63	29.55	29.60	29.71	29.37	29.22	28.92	28.50	28.71	28.21	28.47	28.61	0.14	28.85	28.61	28.45	28.50	-0.42
PM PL-Shr PL	31.68	30.95	23.86	23.67	24.00	22.39	21.37	19.92	20.49	19.02	20.20	19.98	-0.22	21.30	20.65	20.38	19.92	-1.45
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.29	29.30	29.29	29.00	29.58	0.58	29.23	29.33	29.26	29.29	0.24
Red	8.04	9.79	10.11	10.02	9.97	10.31	10.42	10.57	10.58	10.62	10.43	10.67	0.24	10.50	10.58	10.55	10.57	0.15
Lights NM	9.85	11.70	12.75	12.72	12.59	12.91	13.08	13.29	13.21	13.29	13.20	13.46	0.26	13.17	13.24	13.25	13.29	0.21
Gold	2.01	2.46	2.45	2.47	2.54	2.54	2.53	2.57	2.62	2.56	2.54	2.55	0.01	2.56	2.57	2.56	2.57	0.04
Medium	1.37	1.62	1.55	1.55	1.56	1.61	1.62	1.63	1.60	1.61	1.62	1.68	0.06	1.62	1.61	1.61	1.63	0.01
Menthol	0.59	0.95	0.93	0.96	0.98	0.99	1.02	1.03	1.04	1.01	1.03	1.03	0.00	1.04	1.04	1.03	1.03	0.01
Other PM Premium	9.06	8.30	9.09	9.06	8.91	8.83	8.76	8.80	8.87	8.73	8.87	8.74	-0.13	8.80	8.79	8.82	8.80	0.04
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.42	2.41	2.40	2.42	2.42	0.00	2.40	2.40	2.42	2.42	0.03
Ment	2.90	2.56	2.86	2.87	2.83	2.84	2.82	2.83	2.85	2.78	2.88	2.82	-0.06	2.82	2.81	2.83	2.83	0.01
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.84	2.89	2.84	2.85	2.77	-0.08	2.85	2.85	2.86	2.84	0.01
Parliament	0.53	0.52	0.55	0.56	0.57	0.57	0.57	0.57	0.56	0.57	0.56	0.58	0.02	0.57	0.57	0.57	0.57	0.00
Saratoga	0.12	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.00	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.68	1.73	1.65	1.69	1.66	-0.03	1.81	1.75	1.72	1.68	-0.18
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.38	0.38	0.37	0.39	0.02	0.39	0.39	0.38	0.38	-0.02
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.16	0.17	0.16	0.15	-0.01	0.17	0.17	0.16	0.16	-0.01
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.48	4.50	4.45	4.51	4.47	-0.04	4.48	4.45	4.46	4.48	0.01
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.38	1.43	1.36	1.39	1.34	-0.05	1.48	1.45	1.42	1.38	-0.12
R J Reynolds	33.58	31.87	28.99	28.57	28.40	28.54	28.82	29.03	28.80	29.24	29.12	28.98	-0.14	28.77	28.86	28.95	29.03	0.21
RJR Premium-Shr Prem	27.24	25.90	24.80	24.71	24.52	24.62	24.81	24.66	24.56	24.67	24.83	24.60	-0.23	24.70	24.64	24.63	24.66	-0.15
RJR Discount-Shr Disc	43.78	42.65	37.71	36.74	36.67	37.06	37.53	38.71	38.14	39.23	38.60	38.88	0.28	37.72	38.15	38.45	38.71	1.18
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.05	10.15	10.10	10.13	9.84	-0.29	10.26	10.18	10.16	10.05	-0.31
B & W Premium-Shr Prem	6.99	6.18	6.12	6.01	6.07	6.14	6.04	5.95	5.98	5.91	6.00	5.91	-0.09	6.01	5.97	5.97	5.95	-0.09
B & W Discount-Shr Disc	16.89	16.49	18.78	19.61	20.03	19.95	19.92	19.30	19.50	19.41	19.43	18.87	-0.56	19.74	19.61	19.55	19.30	-0.62
Lorillard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.56	6.41	6.49	6.63	6.70	0.07	6.44	6.44	6.50	6.56	0.14
Lorillard Premium-Shr Prem	9.20	8.14	8.89	8.77	8.75	8.86	8.86	9.02	8.83	8.95	9.11	9.18	0.07	8.85	8.87	8.95	9.02	0.16
Lorillard Discount-Shr Disc	0.09	0.36	0.94	1.03	0.98	1.00	1.09	1.07	1.04	1.08	1.11	1.05	-0.06	1.09	1.08	1.07	1.07	-0.02
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.11	6.17	6.07	6.13	6.08	-0.05	6.12	6.10	6.12	6.11	-0.01
American Premium-Shr Prem	5.32	4.72	4.63	4.58	4.53	4.47	4.45	4.45	4.50	4.43	4.46	4.40	-0.06	4.45	4.43	4.45	4.45	0.00
American Discount-Shr Disc	6.97	6.95	9.78	9.68	9.66	9.88	9.83	9.86	9.90	9.73	9.88	9.92	0.04	9.87	9.84	9.87	9.86	0.03
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.84	1.84	1.87	1.85	1.80	1.86	0.06	1.83	1.86	1.82	1.84	0.00
Liggett Premium-Shr Prem	1.19	0.91	0.81	0.77	0.76	0.75	0.75	0.74	0.74	0.75	0.73	0.73	0.00	0.73	0.74	0.73	0.74	-0.01
Liggett Discount-Shr Disc	4.18	3.50	4.34	4.43	4.33	4.30	4.25	4.33	4.41	4.29	4.19	4.44	0.25	4.27	4.36	4.26	4.33	0.08

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Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk ago	9/3	9/10	9/17	9/24	Diff vs. 4w ago
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.29	29.30	29.29	29.00	29.58	0.58	29.23	29.33	29.26	29.29	0.24
Marlboro B&G1F	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.09	0.13	0.09	0.07	0.07	0.00	0.22	0.16	0.12	0.09	-0.18
Winston	5.61	6.10	5.80	5.86	5.94	6.11	6.13	6.13	6.11	6.17	6.18	6.08	-0.10	6.12	6.13	6.12	6.13	0.00
Winston Select	0.43	0.58	0.84	0.92	1.02	1.23	1.26	1.28	1.28	1.32	1.30	1.21	-0.09	1.27	1.28	1.29	1.28	0.02
Winston Select Lights	0.00	0.07	0.47	0.51	0.56	0.66	0.69	0.70	0.69	0.75	0.72	0.65	-0.07	0.69	0.71	0.71	0.70	0.01
GPC	4.48	4.13	4.64	4.88	5.01	5.02	5.09	4.89	4.94	4.96	4.94	4.71	-0.23	5.02	4.97	4.96	4.89	-0.20
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.48	4.50	4.45	4.51	4.47	-0.04	4.48	4.45	4.46	4.48	0.01
Doral	4.27	4.66	4.53	4.36	4.45	4.54	4.82	5.09	4.90	5.04	5.13	5.29	0.16	4.85	4.89	5.00	5.09	0.27
Camel	3.82	3.88	4.38	4.41	4.31	4.36	4.45	4.50	4.45	4.41	4.54	4.59	0.05	4.45	4.44	4.46	4.50	0.05
Camel Filters	3.08	3.21	3.74	3.76	3.66	3.70	3.80	3.84	3.77	3.76	3.90	3.94	0.04	3.79	3.78	3.81	3.84	0.04
Camel Special Lights	0.08	0.50	0.62	0.60	0.53	0.49	0.48	0.47	0.47	0.47	0.47	0.45	-0.02	0.48	0.47	0.47	0.47	-0.01
Camel Non-Filter	0.74	0.67	0.64	0.65	0.65	0.66	0.65	0.66	0.68	0.65	0.64	0.65	0.01	0.66	0.66	0.65	0.66	0.01
Salon	4.22	3.91	3.92	3.91	3.88	3.88	3.88	3.88	3.87	3.86	3.89	3.91	0.02	3.88	3.87	3.87	3.88	0.00
Newport	3.24	3.17	3.84	3.84	3.87	4.01	3.97	4.02	3.97	3.99	4.03	4.10	0.07	3.98	3.98	4.00	4.02	0.05
Kool	3.27	3.01	3.11	3.07	3.13	3.19	3.12	3.11	3.12	3.09	3.13	3.10	-0.03	3.12	3.10	3.11	3.11	-0.01
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.84	2.89	2.84	2.85	2.77	-0.08	2.85	2.85	2.86	2.84	0.01
Moril	2.90	2.56	2.86	2.87	2.83	2.84	2.82	2.83	2.85	2.78	2.88	2.82	-0.06	2.82	2.81	2.83	2.83	0.01
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.42	2.41	2.40	2.42	2.42	0.00	2.40	2.40	2.42	2.42	0.03
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.75	1.79	1.79	1.75	1.66	-0.09	1.84	1.83	1.82	1.75	-0.11
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.68	1.73	1.65	1.69	1.66	-0.03	1.81	1.75	1.72	1.68	-0.18
Vantage	1.72	1.49	1.40	1.42	1.38	1.36	1.37	1.33	1.31	1.34	1.34	1.34	0.00	1.35	1.34	1.33	1.33	-0.04
Carlton	1.38	1.32	1.39	1.38	1.36	1.33	1.33	1.37	1.37	1.37	1.39	1.36	-0.03	1.34	1.35	1.37	1.37	0.04
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.18	1.17	1.18	1.19	1.19	0.00	1.19	1.19	1.18	1.18	-0.03
Best Value	3.51	2.27	1.13	1.07	0.98	0.93	0.91	0.93	0.94	0.94	0.92	0.92	0.00	0.91	0.92	0.92	0.93	0.02
Pall Mall	1.17	1.06	1.07	1.07	1.07	1.08	1.06	1.05	1.06	1.05	1.04	1.06	0.02	1.06	1.05	1.05	1.05	-0.01
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.14	1.17	1.14	1.14	1.13	-0.01	1.12	1.13	1.15	1.14	0.05
Kent	1.28	1.15	1.05	1.01	1.00	1.01	1.02	1.01	1.02	0.99	1.01	1.01	0.00	1.03	1.02	1.01	1.01	-0.01
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.79	0.79	0.81	0.77	-0.04	0.81	0.80	0.80	0.79	-0.02
Capri	0.58	0.58	0.69	0.69	0.69	0.70	0.71	0.69	0.69	0.68	0.69	0.69	0.00	0.71	0.70	0.70	0.69	-0.02
Now	0.80	0.68	0.65	0.64	0.62	0.62	0.62	0.60	0.61	0.59	0.61	0.59	-0.02	0.61	0.61	0.61	0.60	-0.02
More	0.70	0.64	0.60	0.60	0.60	0.58	0.58	0.58	0.58	0.59	0.58	0.59	0.01	0.58	0.58	0.58	0.58	0.00

\* Top 25 is Based on All Outlets Combined

2061551224

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk ago	9/3	9/10	9/17	9/24	Diff vs. 4w ago
<b>PRIVATE LABEL</b>																		
PM PL	2.96	2.75	1.81	1.74	1.74	1.59	1.50	1.38	1.43	1.36	1.39	1.34	-0.05	1.48	1.45	1.42	1.38	-0.12
RJR PL	4.74	4.63	3.94	3.85	3.76	3.76	3.71	3.77	3.75	4.02	3.74	3.57	-0.17	3.69	3.76	3.77	3.77	0.06
American PL	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.64	0.62	0.64	0.62	-0.02	0.67	0.65	0.64	0.63	-0.05
Liggett PL	1.22	0.97	1.04	1.07	1.07	1.06	1.11	1.14	1.15	1.15	1.10	1.16	0.06	1.11	1.15	1.12	1.14	0.03
Total PL	9.35	8.90	7.58	7.33	7.23	7.09	7.00	6.92	6.97	7.15	6.87	6.70	-0.17	6.95	7.01	6.95	6.92	-0.08
<b>PL Share of Segment</b>																		
PM PL	31.68	30.95	23.86	23.67	24.00	22.39	21.37	19.92	20.49	19.02	20.20	19.98	-0.22	21.30	20.65	20.38	19.92	-1.45
RJR PL	50.72	52.01	51.92	52.55	51.95	53.04	53.06	54.46	53.76	56.17	54.47	53.34	-1.13	53.12	53.72	54.21	54.46	1.40
American PL	4.59	6.16	10.47	9.15	9.24	9.63	9.72	9.14	9.24	8.70	9.35	9.29	-0.06	9.63	9.27	9.23	9.14	-0.58
Liggett PL	13.01	10.88	13.75	14.63	14.80	14.94	15.85	16.48	16.52	16.11	15.97	17.39	1.42	15.95	16.37	16.17	16.48	0.63
<b>BRANDED DISCOUNT</b>																		
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.48	4.50	4.45	4.51	4.47	-0.04	4.48	4.45	4.46	4.48	0.01
Best Value	3.51	2.27	1.13	1.07	0.98	0.93	0.91	0.93	0.94	0.94	0.92	0.92	0.00	0.91	0.92	0.92	0.93	0.02
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.75	1.79	1.79	1.75	1.66	-0.09	1.84	1.83	1.82	1.75	-0.11
GPC	4.48	4.13	4.64	4.88	5.01	5.02	5.09	4.89	4.94	4.96	4.94	4.71	-0.23	5.02	4.97	4.96	4.89	-0.20
Raleigh Extra	0.65	0.63	0.43	0.40	0.39	0.33	0.27	0.23	0.26	0.24	0.21	0.22	0.01	0.26	0.25	0.24	0.23	-0.04
Total	4.27	4.66	4.53	4.36	4.45	4.54	4.82	5.09	4.90	5.04	5.13	5.29	0.16	4.85	4.89	5.00	5.09	0.27
Carnegie	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.68	1.73	1.65	1.69	1.66	-0.03	1.81	1.75	1.72	1.68	-0.18
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.79	0.79	0.81	0.77	-0.04	0.81	0.80	0.80	0.79	-0.02
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.14	1.17	1.14	1.14	1.13	-0.01	1.12	1.13	1.15	1.14	0.05
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.18	1.17	1.18	1.19	1.19	0.00	1.19	1.19	1.18	1.18	-0.03
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.38	0.38	0.37	0.39	0.02	0.39	0.39	0.38	0.38	-0.02
Old Gold	0.15	0.16	0.31	0.33	0.32	0.32	0.34	0.33	0.32	0.33	0.34	0.32	-0.02	0.34	0.34	0.33	0.33	-0.01
Sterling	0.55	0.53	0.19	0.18	0.16	0.14	0.13	0.13	0.13	0.14	0.11	0.11	0.00	0.13	0.13	0.13	0.13	0.00
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.16	0.17	0.16	0.15	-0.01	0.17	0.17	0.16	0.16	-0.01
Magna	0.41	0.39	0.17	0.16	0.17	0.15	0.14	0.13	0.14	0.14	0.12	0.13	0.01	0.14	0.14	0.14	0.13	-0.01
Pyramid	0.21	0.15	0.15	0.13	0.10	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	0.00
Riviera	0.12	0.09	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.11	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.03	0.03	0.00	0.04	0.04	0.04	0.04	0.00
American F/L's	0.08	0.06	0.03	0.02	0.02	0.02	0.02	0.01	0.01	0.02	0.01	0.01	0.00	0.02	0.02	0.01	0.01	-0.01
Covington	0.00	0.00	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.73	0.56	0.54	0.53	0.52	0.46	0.43	0.41	0.44	0.40	0.42	0.39	-0.03	0.41	0.42	0.41	0.41	-0.02
Total Branded Discount	28.36	26.41	24.67	24.46	24.39	24.08	24.19	23.88	23.94	23.93	23.98	23.68	-0.30	24.06	23.96	23.98	23.88	-0.31
Basic Share of Discount	10.60	14.00	14.58	14.75	14.60	14.44	14.33	14.56	14.57	14.31	14.63	14.73	0.10	14.43	14.38	14.42	14.56	0.23
Total Discount Category	37.70	35.31	32.25	31.79	31.63	31.17	31.19	30.80	30.91	31.08	30.84	30.37	-0.47	31.00	30.96	30.93	30.80	-0.39

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Source: Nielsen Integrated Panel.

**NIelsen INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
September 24, 1994 (4WM)	<u>46.28</u>	<u>29.03</u>	<u>10.05</u>	<u>6.11</u>	<u>6.56</u>	<u>1.84</u>
	4.65	(4.55)	(0.65)	0.19	0.83	(0.47)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	61.96	37.70	28.36	9.35
September 24, 1994 (4WM)	<u>69.07</u>	<u>30.80</u>	<u>23.88</u>	<u>6.92</u>
	7.11	(6.90)	(4.48)	(2.43)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	22.04	9.06	5.61	0.43	3.82
September 24, 1994 (4WM)	<u>29.29</u>	<u>8.80</u>	<u>6.13</u>	<u>1.28</u>	<u>4.50</u>
	7.25	(0.26)	0.52	0.85	0.68

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base March 1993	4.22	1.72	0.80	3.27	3.24
September 24, 1994 (4WM)	<u>3.88</u>	<u>1.33</u>	<u>0.60</u>	<u>3.11</u>	<u>4.02</u>
	(0.34)	(0.39)	(0.20)	(0.16)	0.78

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
September 24, 1994 (4WM)	<u>4.48</u>	<u>1.68</u>	<u>0.38</u>	<u>5.09</u>	<u>1.14</u>	<u>1.18</u>	<u>1.75</u>	<u>0.93</u>	<u>4.89</u>
	0.48	(0.57)	(0.14)	0.82	0.26	0.25	(1.06)	(2.58)	0.41

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	2.96	4.74	1.22	0.43
September 24, 1994 (4WM)	<u>1.38</u>	<u>3.77</u>	<u>1.14</u>	<u>0.63</u>
	(1.58)	(0.97)	(0.08)	0.20

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NOTE. In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
September 24, 1994 (4WM)	<u>46.28</u>	<u>29.03</u>	<u>10.05</u>	<u>6.11</u>	<u>6.56</u>	<u>1.84</u>
	0.78	(2.84)	0.24	0.61	1.18	0.02

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.54	35.31	26.41	8.90
September 24, 1994 (4WM)	<u>69.07</u>	<u>30.80</u>	<u>23.88</u>	<u>6.92</u>
	4.53	(4.51)	(2.53)	(1.98)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	26.63	8.30	6.10	0.58	3.88
September 24, 1994 (4WM)	<u>29.29</u>	<u>8.80</u>	<u>6.13</u>	<u>1.28</u>	<u>4.50</u>
	2.66	0.50	0.03	0.70	0.62

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base July 1993	3.91	1.49	0.68	3.01	3.17
September 24, 1994 (4WM)	<u>3.88</u>	<u>1.33</u>	<u>0.60</u>	<u>3.11</u>	<u>4.02</u>
	(0.03)	(0.16)	(0.08)	0.10	0.85

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
September 24, 1994 (4WM)	<u>4.48</u>	<u>1.68</u>	<u>0.38</u>	<u>5.09</u>	<u>1.14</u>	<u>1.18</u>	<u>1.75</u>	<u>0.93</u>	<u>4.89</u>
	(0.47)	(0.26)	(0.06)	0.43	0.31	0.35	(0.68)	(1.34)	0.76

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	2.75	4.63	0.97	0.55
September 24, 1994 (4WM)	<u>1.38</u>	<u>3.77</u>	<u>1.14</u>	<u>0.63</u>
	(1.37)	(0.86)	0.17	0.08

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.



**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. Wk-ago	9/3	9/10	9/17	9/24	Diff vs. 4w-ago
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.10	47.91	48.30	47.70	47.59	48.04	0.45	48.26	48.20	48.00	47.91	-0.19
PM Premium	32.12	36.73	38.76	39.35	39.69	39.48	39.60	39.76	39.99	39.70	39.33	40.03	0.70	39.82	39.92	39.79	39.76	0.16
PM Discount	11.09	10.86	9.27	9.16	8.88	8.61	8.50	8.14	8.31	8.00	8.26	8.01	-0.25	8.44	8.28	8.22	8.14	-0.36
PM Branded Discount	7.54	7.81	7.02	7.00	6.84	6.79	6.81	6.58	6.66	6.47	6.68	6.50	-0.18	6.75	6.63	6.61	6.58	-0.23
PM Private Label	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.56	1.65	1.53	1.57	1.51	-0.06	1.69	1.64	1.61	1.56	-0.13
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R J Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.94	28.24	27.89	28.53	28.37	28.15	-0.22	27.87	27.98	28.12	28.24	0.30
RJR Premium	15.48	15.61	15.60	15.67	15.56	15.87	15.95	16.04	15.88	15.97	16.20	16.12	-0.08	15.91	15.88	15.95	16.04	0.09
RJR Discount	18.40	15.72	12.55	11.94	11.91	11.90	11.99	12.19	12.01	12.56	12.16	12.03	-0.13	11.97	12.10	12.17	12.19	0.20
RJR Branded Discount	11.43	9.40	7.72	7.30	7.43	7.39	7.57	7.75	7.57	7.75	7.81	7.87	0.06	7.58	7.62	7.72	7.75	0.18
RJR Private Label	6.97	6.32	4.83	4.64	4.48	4.52	4.42	4.44	4.44	4.82	4.35	4.16	-0.19	4.38	4.48	4.45	4.44	0.02
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.80	10.37	10.46	10.35	10.52	10.13	-0.39	10.66	10.53	10.50	10.37	-0.43
B & W Premium	4.25	3.92	4.07	4.01	4.07	4.14	4.04	4.01	3.99	3.96	4.09	4.01	-0.08	4.03	4.00	4.02	4.01	-0.03
B & W Discount	6.77	6.03	6.56	6.78	6.85	6.76	6.76	6.35	6.47	6.39	6.43	6.12	-0.31	6.62	6.53	6.48	6.35	-0.41
Lonlard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.63	6.40	6.57	6.71	6.84	0.13	6.41	6.44	6.53	6.63	0.24
Lonlard Premium	5.72	5.26	6.01	5.98	6.04	6.18	6.08	6.34	6.11	6.28	6.39	6.56	0.17	6.10	6.14	6.23	6.34	0.26
Lonlard Discount	0.02	0.11	0.27	0.30	0.28	0.28	0.31	0.29	0.28	0.29	0.32	0.28	-0.04	0.31	0.30	0.30	0.29	-0.02
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.19	5.22	5.27	5.22	5.23	5.18	-0.05	5.21	5.21	5.24	5.22	0.03
American Premium	2.26	2.09	2.15	2.14	2.12	2.11	2.07	2.12	2.13	2.12	2.12	2.12	0.00	2.09	2.09	2.11	2.12	0.05
American Discount	2.50	2.53	3.26	3.17	3.13	3.11	3.12	3.10	3.14	3.10	3.10	3.07	-0.03	3.12	3.12	3.13	3.10	-0.02
Amer Branded Discount	1.97	1.80	2.22	2.31	2.28	2.28	2.29	2.34	2.37	2.34	2.32	2.31	-0.01	2.31	2.33	2.36	2.34	0.05
Amer Private Label	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.77	0.78	0.75	0.78	0.76	-0.02	0.81	0.79	0.78	0.77	-0.05
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.53	1.58	1.62	1.56	1.53	1.60	0.07	1.53	1.58	1.55	1.58	0.05
Liggett Premium	0.42	0.34	0.28	0.26	0.25	0.25	0.26	0.27	0.25	0.29	0.27	0.26	-0.01	0.25	0.26	0.26	0.27	0.01
Liggett Discount	0.95	0.75	1.17	1.20	1.18	1.22	1.26	1.31	1.36	1.27	1.26	1.34	0.08	1.27	1.32	1.28	1.31	0.05
Lig Branded Discount	0.38	0.23	0.21	0.20	0.19	0.19	0.12	0.09	0.10	0.08	0.10	0.08	-0.02	0.11	0.10	0.09	0.09	-0.03
Lig Private Label	0.57	0.52	0.96	1.00	0.99	1.03	1.15	1.21	1.26	1.19	1.16	1.26	0.10	1.16	1.22	1.19	1.21	0.06
A-O Co International	0.01	0.05	0.04	0.05	0.06	0.09	0.06	0.06	0.07	0.06	0.06	0.05	-0.01	0.06	0.06	0.06	0.06	0.00

8221551228

Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk-ago	9/3	9/10	9/17	9/24	Diff vs. 4wk-ago
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.10	47.91	48.30	47.70	47.59	48.04	0.46	48.26	48.20	48.00	47.91	-0.19
PM Premium- Shr Prem	53.31	57.40	57.92	58.33	58.56	57.96	58.18	57.96	58.45	58.06	57.45	57.89	0.44	58.33	58.40	58.16	57.96	-0.22
PM Discount- Shr Disc	27.92	30.17	28.02	28.15	27.56	26.99	26.61	25.94	26.31	25.31	26.18	25.97	-0.21	26.59	26.16	26.02	25.94	-0.67
PM Bld Disc- Shr Bld	26.81	30.77	29.25	29.32	28.66	28.68	28.53	28.11	28.40	27.74	28.23	28.07	-0.16	28.49	28.22	28.05	28.11	-0.42
PM PL- Shr PL	30.60	28.73	24.78	24.93	24.39	22.11	20.93	19.58	20.26	18.45	20.02	19.63	-0.39	20.99	20.21	20.05	19.58	-1.35
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.13	32.31	32.55	32.32	31.75	32.63	0.88	32.36	32.50	32.31	32.31	0.18
Red	9.12	11.10	11.31	11.20	11.10	11.51	11.71	11.88	11.98	11.96	11.63	11.97	0.34	11.82	11.93	11.86	11.88	0.17
Lights NM	10.91	12.94	14.04	13.91	13.73	14.05	14.33	14.53	14.52	14.57	14.32	14.71	0.40	14.44	14.52	14.50	14.53	0.20
Gold	2.11	2.58	2.56	2.55	2.64	2.62	2.61	2.64	2.74	2.61	2.59	2.62	0.04	2.65	2.67	2.64	2.64	0.03
Medium	1.51	1.83	1.72	1.73	1.72	1.79	1.81	1.81	1.77	1.78	1.80	1.89	0.09	1.80	1.80	1.79	1.81	0.00
Menthol	0.69	1.11	1.10	1.12	1.16	1.15	1.22	1.21	1.25	1.19	1.20	1.21	0.01	1.25	1.25	1.23	1.21	-0.01
Other PM Premium	7.70	7.07	7.91	7.86	7.71	7.57	7.47	7.45	7.44	7.38	7.58	7.41	-0.17	7.46	7.43	7.48	7.45	-0.02
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	2.00	1.97	1.98	2.03	2.03	0.00	2.01	2.00	2.00	2.00	-0.02
Ment	2.68	2.30	2.62	2.63	2.63	2.61	2.59	2.60	2.60	2.54	2.66	2.59	-0.07	2.58	2.57	2.60	2.60	0.01
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.27	2.30	2.26	2.32	2.19	-0.12	2.28	2.27	2.29	2.27	0.00
Parliament	0.40	0.41	0.45	0.45	0.47	0.47	0.47	0.46	0.45	0.47	0.45	0.48	0.03	0.47	0.46	0.47	0.46	-0.01
Saratoga	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.07	0.08	0.07	-0.01	0.07	0.07	0.08	0.07	-0.01
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.29	1.19	1.27	1.21	-0.06	1.40	1.32	1.29	1.24	-0.23
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.28	0.30	0.29	0.29	0.00	0.30	0.29	0.29	0.29	-0.01
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.14	0.15	0.14	0.14	0.00	0.15	0.15	0.15	0.15	0.00
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.81	4.85	4.73	4.89	4.76	-0.13	4.80	4.77	4.79	4.81	0.02
PM Private Label	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.56	1.65	1.53	1.57	1.51	-0.07	1.69	1.64	1.61	1.56	-0.13
R J Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.94	28.24	27.89	28.53	28.37	28.15	-0.22	27.87	27.98	28.12	28.24	0.30
RJR Premium Shr Prem	25.69	24.39	23.31	23.23	22.96	23.30	23.43	23.39	23.20	23.35	23.67	23.31	-0.35	23.30	23.23	23.31	23.39	-0.04
RJR Disc- Shr Disc	46.31	43.66	37.93	36.69	36.95	37.33	37.54	38.84	38.04	39.74	38.57	39.00	0.43	37.72	38.24	38.54	38.84	1.30
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.80	10.37	10.46	10.35	10.52	10.13	-0.39	10.66	10.53	10.50	10.37	-0.43
B & W Premium- Shr Prem	7.05	6.12	6.08	5.95	6.00	6.07	5.94	5.85	5.83	5.79	5.98	5.80	-0.18	5.91	5.85	5.87	5.85	-0.09
B & W Discount- Shr Disc	17.03	16.76	19.84	20.83	21.25	21.19	21.16	20.23	20.50	20.22	20.38	19.84	-0.54	20.88	20.63	20.52	20.23	-0.93
Lonlard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.63	6.40	6.57	6.71	6.84	0.13	6.41	6.44	6.53	6.63	0.24
Lonlard Premium- Shr Prem	9.49	8.22	8.99	8.87	8.91	9.08	8.94	9.24	8.94	9.19	9.34	9.49	0.15	8.94	8.99	9.11	9.24	0.30
Lonlard Discount- Shr Disc	0.05	0.30	0.80	0.91	0.86	0.89	0.97	0.93	0.89	0.92	1.00	0.90	-0.11	0.96	0.94	0.93	0.93	-0.04
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.19	5.22	5.27	5.22	5.23	5.18	-0.04	5.21	5.21	5.24	5.22	0.03
American Prem- Shr Prem	3.75	3.26	3.22	3.17	3.12	3.10	3.04	3.09	3.11	3.11	3.10	3.06	-0.04	3.06	3.06	3.08	3.09	0.05
American Discount- Shr Disc	6.29	7.04	9.87	9.73	9.71	9.76	9.76	9.88	9.95	9.79	9.84	9.95	0.11	9.83	9.86	9.92	9.88	0.12
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.53	1.58	1.62	1.56	1.53	1.60	0.07	1.53	1.58	1.55	1.58	0.05
Liggett Premium- Shr Prem	0.69	0.53	0.41	0.38	0.37	0.37	0.39	0.39	0.37	0.42	0.40	0.38	-0.02	0.37	0.39	0.39	0.39	0.00
Liggett Discount- Shr Disc	2.40	2.08	3.55	3.69	3.65	3.82	3.96	4.17	4.32	4.02	4.00	4.35	0.35	4.02	4.16	4.05	4.17	0.21

6221991902

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk-ago	9/3	9/10	9/17	9/24	Diff vs. 4wk-ago
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.13	32.31	32.55	32.32	31.75	32.63	0.88	32.36	32.50	32.31	32.31	0.18
Marlboro B4G1F	0.00	0.00	0.01	0.87	1.53	0.68	0.34	0.12	0.18	0.11	0.09	0.10	0.01	0.28	0.21	0.16	0.12	-0.22
Winston	5.16	5.89	5.34	5.35	5.49	5.75	5.72	5.75	5.70	5.85	5.81	5.66	-0.15	5.70	5.72	5.73	5.75	0.03
Winston Select	0.51	0.65	0.94	1.02	1.17	1.41	1.39	1.40	1.42	1.47	1.43	1.28	-0.15	1.40	1.41	1.41	1.40	0.01
Winston Select Lights	0.00	0.08	0.53	0.58	0.66	0.77	0.77	0.78	0.78	0.85	0.80	0.69	-0.11	0.77	0.79	0.80	0.78	0.01
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.49	5.58	5.53	5.57	5.28	-0.29	5.72	5.63	5.60	5.49	-0.34
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.81	4.85	4.73	4.89	4.76	-0.13	4.80	4.77	4.79	4.81	0.02
Doral	3.36	3.50	3.89	3.72	3.86	3.96	4.24	4.59	4.31	4.51	4.67	4.87	0.20	4.30	4.33	4.46	4.59	0.35
Camel	4.27	4.34	4.90	4.93	4.80	4.84	4.95	5.02	4.98	4.87	5.07	5.17	0.09	4.96	4.93	4.97	5.02	0.07
Camel Filters	3.66	3.78	4.38	4.39	4.25	4.29	4.41	4.46	4.40	4.32	4.54	4.60	0.07	4.40	4.37	4.42	4.46	0.05
Camel Special Lights	0.12	0.62	0.78	0.75	0.65	0.58	0.56	0.54	0.54	0.54	0.54	0.52	-0.02	0.56	0.55	0.55	0.54	-0.02
Camel Non-Filter	0.61	0.55	0.52	0.54	0.55	0.55	0.54	0.56	0.58	0.55	0.54	0.56	0.03	0.55	0.56	0.55	0.56	0.02
Salem	3.70	3.33	3.42	3.42	3.35	3.38	3.36	3.38	3.36	3.35	3.42	3.41	-0.01	3.36	3.36	3.37	3.38	0.02
Newport	3.90	3.74	4.47	4.48	4.54	4.70	4.59	4.67	4.60	4.65	4.67	4.76	0.09	4.61	4.61	4.64	4.67	0.08
Kool	3.39	3.13	3.21	3.18	3.23	3.30	3.21	3.22	3.21	3.21	3.26	3.20	-0.06	3.21	3.20	3.21	3.22	0.01
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.27	2.30	2.26	2.32	2.19	-0.12	2.28	2.27	2.29	2.27	0.00
Ment	2.68	2.30	2.62	2.63	2.63	2.61	2.59	2.60	2.60	2.54	2.66	2.59	-0.07	2.58	2.57	2.60	2.60	0.01
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	2.00	1.97	1.98	2.03	2.03	0.00	2.01	2.00	2.00	2.00	-0.02
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.25	2.30	2.30	2.25	2.14	-0.11	2.37	2.36	2.34	2.25	-0.16
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.29	1.19	1.27	1.21	-0.06	1.40	1.32	1.29	1.24	-0.23
Vantage	1.41	1.20	1.15	1.17	1.14	1.13	1.16	1.12	1.11	1.13	1.12	1.13	0.01	1.14	1.12	1.12	1.12	-0.04
Carlton	0.89	0.85	0.92	0.91	0.90	0.87	0.86	0.92	0.90	0.95	0.92	0.91	-0.01	0.87	0.89	0.90	0.92	0.06
Monte Carlo	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.27	1.27	1.26	1.27	1.27	0.00	1.28	1.27	1.28	1.27	-0.02
First Value	2.88	1.64	0.67	0.64	0.60	0.59	0.57	0.58	0.61	0.57	0.58	0.56	-0.03	0.57	0.58	0.58	0.58	0.01
Pall Mall	0.85	0.77	0.77	0.77	0.76	0.78	0.75	0.75	0.75	0.75	0.75	0.77	0.03	0.75	0.74	0.74	0.75	0.00
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.02	1.05	1.02	1.01	1.00	-0.01	0.97	1.00	1.03	1.02	0.08
Kent	0.88	0.81	0.70	0.66	0.65	0.68	0.67	0.67	0.69	0.65	0.68	0.68	0.00	0.68	0.67	0.68	0.67	0.00
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.64	0.64	0.62	0.66	0.63	-0.03	0.65	0.64	0.64	0.64	-0.01
Capri	0.50	0.50	0.63	0.60	0.60	0.60	0.60	0.57	0.56	0.55	0.59	0.57	-0.03	0.59	0.58	0.59	0.57	-0.03
Now	0.46	0.41	0.39	0.39	0.38	0.38	0.38	0.36	0.36	0.36	0.38	0.35	-0.03	0.37	0.37	0.37	0.36	-0.02
More	0.47	0.43	0.40	0.40	0.40	0.38	0.38	0.39	0.36	0.41	0.39	0.41	0.02	0.37	0.38	0.38	0.39	0.01

\* Top 25 is based on All Outlets Combined

0821551230

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 9/24/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	MTD	9/3	9/10	9/17	9/24	Diff vs. wk-ago	9/3	9/10	9/17	9/24	Diff vs. 4wk-ago
<b>Private Label</b>																		
PM PL	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.56	1.65	1.53	1.57	1.51	-0.07	1.69	1.64	1.61	1.56	-0.13
RJR PL	6.97	6.32	4.83	4.64	4.48	4.52	4.42	4.44	4.44	4.82	4.35	4.16	-0.19	4.38	4.48	4.45	4.44	0.02
American PL	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.77	0.78	0.75	0.78	0.76	-0.03	0.81	0.79	0.78	0.77	-0.05
Liggett PL	0.57	0.52	0.96	1.00	0.99	1.03	1.15	1.21	1.26	1.19	1.16	1.26	0.10	1.16	1.22	1.19	1.21	0.06
Total PL	11.63	10.62	9.09	8.65	8.35	8.20	8.08	7.99	8.12	8.28	7.87	7.68	-0.19	8.04	8.13	8.03	7.99	-0.09
<b>PL Share of Segment</b>																		
PM PL	30.60	28.73	24.78	24.93	24.39	22.11	20.93	19.58	20.26	18.45	20.02	19.63	-0.39	20.99	20.21	20.05	19.58	-1.35
RJR PL	59.93	59.52	53.14	53.65	53.67	55.10	54.71	55.62	54.69	58.13	55.34	54.16	-1.18	54.49	55.12	55.47	55.62	0.91
American PL	4.57	6.87	11.47	9.88	10.12	10.20	10.18	9.59	9.55	9.08	9.93	9.84	-0.09	10.08	9.67	9.69	9.59	-0.59
Liggett PL	4.90	4.88	10.61	11.55	11.81	12.59	14.18	15.21	15.50	14.34	14.71	16.37	1.66	14.44	14.99	14.79	15.21	1.03
<b>BRANDED DISCOUNT</b>																		
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.79	4.81	4.85	4.73	4.89	4.76	-0.13	4.80	4.77	4.79	4.81	0.02
Best Value	2.88	1.64	0.67	0.64	0.60	0.59	0.57	0.58	0.61	0.57	0.58	0.56	-0.03	0.57	0.58	0.58	0.58	0.01
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.25	2.30	2.30	2.25	2.14	-0.11	2.37	2.36	2.34	2.25	-0.16
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.49	5.58	5.53	5.57	5.28	-0.29	5.72	5.63	5.60	5.49	-0.34
Raleigh Extra	0.63	0.60	0.41	0.37	0.38	0.32	0.23	0.18	0.22	0.18	0.16	0.17	0.01	0.22	0.21	0.19	0.18	-0.05
Doral	3.36	3.50	3.89	3.72	3.86	3.96	4.24	4.59	4.31	4.51	4.67	4.87	0.20	4.30	4.33	4.46	4.59	0.35
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.29	1.19	1.27	1.21	-0.06	1.40	1.32	1.29	1.24	-0.23
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.64	0.64	0.62	0.66	0.63	-0.03	0.65	0.64	0.64	0.64	-0.01
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.02	1.05	1.02	1.01	1.00	-0.01	0.97	1.00	1.03	1.02	0.08
Montclair	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.27	1.27	1.26	1.27	1.27	0.00	1.28	1.27	1.28	1.27	-0.02
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.28	0.30	0.29	0.29	0.00	0.30	0.29	0.29	0.29	-0.01
Old Gold	0.13	0.15	0.27	0.31	0.29	0.29	0.31	0.29	0.28	0.29	0.32	0.28	-0.04	0.31	0.30	0.30	0.29	-0.02
Sterling	0.49	0.43	0.16	0.15	0.13	0.12	0.12	0.11	0.11	0.13	0.09	0.09	0.00	0.11	0.12	0.11	0.11	-0.01
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.14	0.15	0.14	0.14	0.00	0.15	0.15	0.15	0.15	0.00
Magna	0.47	0.38	0.18	0.18	0.18	0.17	0.16	0.15	0.17	0.17	0.13	0.15	0.02	0.16	0.16	0.16	0.15	-0.01
Pyramid	0.17	0.11	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	-0.01	0.04	0.04	0.04	0.04	0.00
Riviera	0.14	0.10	0.04	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.01	0.03	0.03	0.02	0.02	-0.01
Bucks	0.13	0.07	0.04	0.04	0.03	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.03	0.03	0.00	0.04	0.04	0.04	0.04	0.00
American F/LTs	0.04	0.02	0.02	0.01	0.01	0.01	0.01	0.00	0.00	0.01	0.00	0.00	0.00	0.01	0.01	0.01	0.00	-0.01
Covington	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.39	0.36	0.39	0.30	0.24	0.22	0.23	0.22	0.25	0.19	-0.04	0.22	0.23	0.21	0.22	-0.02
Total Branded Discount	28.11	25.39	24.00	23.89	23.87	23.69	23.85	23.41	23.46	23.33	23.67	23.16	-0.51	23.68	23.51	23.56	23.41	-0.44
Basic Share of Discount	12.31	15.53	15.33	15.61	15.34	15.15	14.99	15.32	15.36	14.97	15.50	15.44	-0.06	15.14	15.07	15.15	15.32	0.33
Total Discount Category	39.73	36.00	33.09	32.53	32.22	31.89	31.93	31.40	31.58	31.61	31.54	30.84	-0.70	31.73	31.63	31.59	31.40	-0.53

Source: Nielsen Integrated Panel

1821551202

**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<b>COMPANY</b>	<b>PM</b>	<b>RJB</b>	<b>B&amp;W</b>	<b>American</b>	<b>Lorillard</b>	<b>Liggett</b>				
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37				
September 24, 1994 (4WM)	<u>47.91</u>	<u>28.24</u>	<u>10.37</u>	<u>5.22</u>	<u>6.63</u>	<u>1.58</u>				
	4.69	(5.64)	(0.64)	0.46	0.89	0.21				
<b>CATEGORY</b>	<b>Premium</b>	<b>Discount</b>	<b>Branded Discount</b>	<b>Private Label</b>						
Base March 1993	60.26	39.73	28.11	11.63						
September 24, 1994 (4WM)	<u>68.60</u>	<u>31.40</u>	<u>23.41</u>	<u>7.99</u>						
	8.34	(8.33)	(4.70)	(3.64)						
<b>MAJOR BRANDS</b>	<b>Marlboro</b>	<b>PM QPB</b>	<b>Winston</b>	<b>Select</b>	<b>Camel</b>					
Base March 1993	24.43	7.70	5.16	0.51	4.27					
September 24, 1994 (4WM)	<u>32.31</u>	<u>7.45</u>	<u>5.75</u>	<u>1.40</u>	<u>5.02</u>					
	7.88	(0.25)	0.59	0.89	0.75					
<b>MAJOR BRANDS</b>	<b>Newport</b>	<b>Kool</b>	<b>Salem</b>	<b>Vantage</b>	<b>Now</b>					
Base March 1993	3.90	3.39	3.70	1.41	0.46					
September 24, 1994 (4WM)	<u>4.67</u>	<u>3.22</u>	<u>3.38</u>	<u>1.12</u>	<u>0.36</u>					
	0.77	(0.17)	(0.32)	(0.29)	(0.10)					
<b>BRANDED DISCOUNTS</b>	<b>Basic</b>	<b>Cambridge</b>	<b>Alpine</b>	<b>Doral</b>	<b>Misty</b>	<b>Montclair</b>	<b>Monarch</b>	<b>Best Value</b>	<b>GPC</b>	
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95	
September 24, 1994 (4WM)	<u>4.81</u>	<u>1.24</u>	<u>0.29</u>	<u>4.59</u>	<u>1.02</u>	<u>1.27</u>	<u>2.25</u>	<u>0.58</u>	<u>5.49</u>	
	(0.08)	(0.22)	(0.11)	1.23	0.27	0.37	(1.83)	(2.30)	0.54	
<b>PRIVATE LABEL</b>	<b>PM</b>	<b>RJB</b>	<b>Liggett</b>	<b>American</b>						
Base March 1993	3.56	6.97	0.57	0.53						
September 24, 1994 (4WM)	<u>1.56</u>	<u>4.44</u>	<u>1.21</u>	<u>0.77</u>						
	(2.00)	(2.53)	0.64	0.24						

2621551232

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09				
September 24, 1994 (4WM)	<u>47.91</u>	<u>28.24</u>	<u>10.37</u>	<u>5.22</u>	<u>6.63</u>	<u>1.58</u>				
	0.32	(3.09)	0.42	0.60	1.27	0.49				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base July 1993	64.00	36.00	25.39	10.62						
September 24, 1994 (4WM)	<u>68.60</u>	<u>31.40</u>	<u>23.41</u>	<u>7.99</u>						
	4.60	(4.60)	(1.98)	(2.63)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM QPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base July 1993	29.66	7.07	5.89	0.65	4.34					
September 24, 1994 (4WM)	<u>32.31</u>	<u>7.45</u>	<u>5.75</u>	<u>1.40</u>	<u>5.02</u>					
	2.65	0.38	(0.14)	0.75	0.68					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base July 1993	3.74	3.13	3.33	1.20	0.41					
September 24, 1994 (4WM)	<u>4.67</u>	<u>3.22</u>	<u>3.38</u>	<u>1.12</u>	<u>0.36</u>					
	0.93	0.09	0.05	(0.08)	(0.05)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44	
September 24, 1994 (4WM)	<u>4.81</u>	<u>1.24</u>	<u>0.29</u>	<u>4.59</u>	<u>1.02</u>	<u>1.27</u>	<u>2.25</u>	<u>0.58</u>	<u>5.49</u>	
	(0.78)	(0.14)	(0.05)	1.09	0.25	0.43	(1.09)	(1.06)	1.05	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base July 1993	3.05	6.32	0.52	0.73						
September 24, 1994 (4WM)	<u>1.56</u>	<u>4.44</u>	<u>1.21</u>	<u>0.77</u>						
	(1.49)	(1.88)	0.69	0.04						

2061551233

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24
Philip Morris	63	61	60	61	27	25	22	22	27	27	24	23	17	15	16	15	37	36	34	36
PM Premium	58	56	55	54	16	15	12	11	20	19	18	16	15	15	16	14	37	36	34	36
PM Discount	27	24	22	21	17	16	15	15	13	12	10	9	3	2	2	2				
PM Brd Disc	27	24	22	21	17	16	15	15	13	12	10	9	3	2	2	2				
PM Pl.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	51	48	47	46	16	15	12	11	16	14	12	10	1	1	1	1	37	35	34	36
Red	17	15	12	11	6	5	4	3	13	11	8	8	1	1	1	0				
Lights	23	21	16	15	13	11	9	8	12	11	10	8	1	1	1	1				
Medium	9	10	9	9	5	6	5	4	5	5	5	5	0	0	0	0				
PM Other Premium	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A				
Benson & Hedges	14	13	13	12	0	0	0	0	1	1	1	1	13	12	12	11				
Mont	5	6	8	9	0	0	0	0	3	4	5	5	2	1	2	2	0	1	1	2
Virginia Slims	4	4	4	3	0	0	0	0	2	2	2	2	0	1	1	1	2	2	1	1
Parliament	2	1	1	1	0	0	0	0	2	1	1	1	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	14	14	13	12	13	12	11	10	2	2	2	2	2	1	1	1				
Alpine	1	1	1	2	1	1	1	1	0	0	0	0	1	1	1	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	16	14	12	12	5	4	4	5	12	11	9	8	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R J Reynolds	74	74	74	74	26	25	26	25	36	37	36	35	47	48	48	47	31	31	32	36
RJR Premium	71	71	71	71	21	21	21	20	36	37	36	35	41	43	42	41	31	31	32	36
RJR Discount	27	26	27	29	9	8	8	10	0	0	0	0	22	21	23	22				
Brown & Williamson	34	32	34	33	6	6	6	6	6	6	7	5	30	28	28	27	1	1	1	1
B & W Premium	26	25	27	27	6	6	6	6	5	5	6	5	20	19	20	20	1	1	1	1
B & W Discount	18	17	17	15	0	0	0	0	1	1	1	1	18	17	17	15				
Lorillard	42	40	40	41	0	0	0	0	1	1	1	1	41	40	40	41				
Lorillard Premium	38	37	38	39	0	0	0	0	1	1	1	1	38	37	38	39				
Lorillard Discount	12	12	11	11	0	0	0	0	0	0	0	0	12	12	11	11				
American Tobacco	31	33	33	34	12	10	9	9	8	6	6	7	24	26	28	28	1	2	2	2
American Premium	9	9	11	11	1	2	4	4	0	0	0	0	8	7	8	8	1	2	2	2
American Discount	29	30	29	30	11	9	7	6	7	6	6	7	22	24	25	25				
Liggett	8	8	7	7	1	1	1	1	0	0	0	0	7	7	6	7				
Liggett Premium	5	5	5	4	1	1	1	1	0	0	0	0	4	4	4	3				
Liggett Discount	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24
Marlboro	51	48	47	46	16	15	12	11	16	14	12	10	1	1	1	1	37	35	34	36
Winston	63	63	61	61	20	19	20	17	21	21	18	16	35	36	36	34	24	26	26	23
Winston Select	49	49	46	44	20	19	20	17	17	16	14	11	30	31	30	28				
Winston Select Lights	45	45	44	41	17	16	17	15	16	15	13	10	28	29	28	27				
Winston Less Select	35	37	37	34	0	0	0	0	5	6	5	5	11	11	11	10				
Winston B3G3F	16	17	16	13	16	17	16	13	0	0	0	0	0	0	0	0				
GPC	16	15	15	12	0	0	0	0	0	0	0	0	16	15	15	12				
Basic	16	14	12	12	5	4	4	5	12	11	9	8	0	0	0	0				
Doral	21	19	20	22	3	3	3	6	0	0	0	0	19	18	18	17				
Camel	50	50	51	57	3	4	4	4	25	26	27	27	19	20	18	18	25	23	26	33
Camel Filter	38	39	37	38	3	4	4	4	25	26	27	27	19	20	18	18				
Camel Wides	6	6	5	6	0	0	0	0	1	1	1	1	4	5	4	5				
Camel Special Lights	22	24	22	22	3	4	3	4	9	10	10	10	13	15	13	13				
Camel Non-Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	6	7	6	6	0	0	0	0	0	0	0	0	5	6	5	6	1	1	0	0
Newport	22	21	21	22	0	0	0	0	1	1	1	1	21	19	20	21				
Kool	20	20	20	21	4	3	3	3	0	0	0	0	17	18	17	18	1	1	1	1
Virginia Slims	4	4	4	3	0	0	0	0	2	2	2	2	0	1	1	1	2	2	1	1
Ment	5	6	8	9	0	0	0	0	3	4	5	5	2	1	2	2	0	1	1	2
Benson & Hedges	14	13	13	12	0	0	0	0	1	1	1	1	13	12	12	11				
Monarch	13	12	12	12	8	6	6	5	0	0	0	0	7	7	8	9				
Cambridge	14	14	13	12	13	12	11	10	2	2	2	2	2	1	1	1				
Vantage	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Carillo	8	9	11	11	1	2	4	4	0	0	0	0	7	7	8	8	1	2	2	2
Montclair	15	15	16	16	0	0	1	1	4	3	3	4	12	13	14	13				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	23	24	22	22	10	9	5	5	4	3	3	3	15	18	18	18				
Kent	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
Kent International	2	1	1	1	0	0	0	0	1	1	1	1	2	1	1	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Capri	15	14	14	14	3	3	3	3	5	5	6	5	9	8	8	8				
Now	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1				
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.



**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24	9/3	9/10	9/17	9/24
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
American PL	1	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	1	2	2	2	0	0	0	0	0	0	0	0	1	2	2	2				
Total PL	3	4	5	5	0	0	0	0	0	0	0	0	3	3	4	4				
Basic	16	14	12	12	5	4	4	5	12	11	9	8	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	13	12	12	12	8	6	6	5	0	0	0	0	7	7	8	9				
GPC	16	15	15	12	0	0	0	0	0	0	0	0	16	15	15	12				
Raleigh Extra	4	4	5	4	0	0	0	0	0	0	0	0	4	4	5	4				
Doral	21	19	20	22	3	3	3	6	0	0	0	0	19	18	18	17				
Cambridge	14	14	13	12	13	12	11	10	2	2	2	2	2	1	1	1				
Viceroy	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				
Misty	23	24	22	22	10	9	5	5	4	3	3	3	15	18	18	18				
Montclair	15	15	16	16	0	0	1	1	4	3	3	4	12	13	14	13				
Alpena	1	1	1	2	1	1	1	1	0	0	0	0	1	1	1	1				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	1	1	1	2	0	0	0	0	0	0	0	0	1	1	1	2				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0				
Pyramid	2	2	1	1	0	0	0	0	0	0	0	0	2	2	1	1				
Hixera	2	2	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/LTs	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	57	56	57	55	30	27	23	24	19	17	15	15	43	42	45	43				
Total Discount	58	57	57	56	30	27	24	25	19	17	15	15	43	42	46	44				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN PRICING AUDIT**  
**NET PACK PRICES - 9/24/94**

	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	SEPT 17 1994	SEPT 24 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.91	\$1.92	\$1.91	\$1.91	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$0.00
MARLBORO	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.93	\$1.92	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$0.00
WINSTON	\$1.90	\$1.90	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$0.00
DIFFERENCE	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.02	\$0.01	\$0.02	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.00
CAMBRIDGE	\$1.56	\$1.55	\$1.56	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.57	\$1.56	\$1.56	\$1.55	\$1.57	\$0.02
DORAL	\$1.48	\$1.47	\$1.47	\$1.47	\$1.46	\$1.47	\$1.46	\$1.47	\$1.47	\$1.46	\$1.45	\$1.46	\$1.46	\$0.00
BASIC	\$1.55	\$1.55	\$1.55	\$1.55	\$1.55	\$1.57	\$1.56	\$1.56	\$1.56	\$1.56	\$1.55	\$1.57	\$1.56	-\$0.01
RJR PRIVATE LABEL	\$1.32	\$1.33	\$1.33	\$1.33	\$1.33	\$1.34	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$0.00
BEST VALUE	\$1.42	\$1.41	\$1.43	\$1.41	\$1.42	\$1.43	\$1.41	\$1.40	\$1.38	\$1.38	\$1.38	\$1.37	\$1.39	\$0.02
MONARCH	\$1.48	\$1.47	\$1.48	\$1.49	\$1.47	\$1.49	\$1.48	\$1.49	\$1.49	\$1.48	\$1.46	\$1.47	\$1.47	\$0.00
GPC	\$1.39	\$1.39	\$1.40	\$1.38	\$1.39	\$1.40	\$1.40	\$1.41	\$1.41	\$1.41	\$1.40	\$1.41	\$1.41	\$0.00
MONTCLAIR	\$1.43	\$1.43	\$1.44	\$1.44	\$1.44	\$1.45	\$1.43	\$1.43	\$1.44	\$1.43	\$1.42	\$1.43	\$1.43	\$0.00
ALL AMERICAN VALUE	\$1.46	\$1.43	\$1.45	\$1.51	\$1.49	\$1.49	\$1.45	\$1.46	\$1.49	\$1.44	\$1.44	\$1.53	\$1.47	-\$0.06
LOWEST PRIVATE LABEL	\$1.35	\$1.35	\$1.34	\$1.34	\$1.34	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.34	\$1.35	\$0.01
LOWEST BRND DISC	\$1.38	\$1.38	\$1.38	\$1.38	\$1.38	\$1.39	\$1.38	\$1.39	\$1.38	\$1.38	\$1.37	\$1.37	\$1.38	\$0.01
LOWEST DISCOUNT	\$1.33	\$1.32	\$1.33	\$1.33	\$1.32	\$1.34	\$1.33	\$1.34	\$1.33	\$1.32	\$1.32	\$1.32	\$1.33	\$0.01
MARLBORO														
% GAP	44.4%	45.5%	44.4%	44.4%	45.5%	44.0%	44.4%	44.0%	45.1%	46.2%	46.2%	46.2%	45.1%	-1.1%
\$ GAP	\$0.59	\$0.60	\$0.59	\$0.59	\$0.60	\$0.59	\$0.59	\$0.59	\$0.60	\$0.61	\$0.61	\$0.61	\$0.60	-\$0.01

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CS Pricing

**NIELSEN PRICING AUDIT**  
**NET CARTON PRICES - 9/24/94**

	JUL 2 1994	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	SEPT 17 1994	SEPT 24 1994	DIFF VS WAGO
PREMIUM	\$16.33	\$16.30	\$16.32	\$16.35	\$16.33	\$16.29	\$16.25	\$16.19	\$16.19	\$16.19	\$16.13	\$16.17	\$16.22	\$0.05
MARLBORO	\$16.44	\$16.40	\$16.41	\$16.44	\$16.43	\$16.44	\$16.46	\$16.39	\$16.43	\$16.44	\$16.37	\$16.43	\$16.42	-\$0.01
WINSTON	\$16.23	\$16.17	\$16.21	\$16.23	\$16.18	\$16.09	\$15.98	\$15.87	\$15.82	\$15.83	\$15.79	\$15.79	\$15.83	\$0.04
DIFFERENCE	\$0.21	\$0.23	\$0.20	\$0.21	\$0.25	\$0.35	\$0.48	\$0.52	\$0.61	\$0.61	\$0.58	\$0.64	\$0.59	-\$0.05
CAMBRIDGE	\$13.88	\$13.85	\$13.89	\$13.93	\$14.00	\$13.98	\$13.86	\$13.89	\$13.83	\$13.87	\$13.87	\$13.86	\$13.86	\$0.00
DORAL	\$12.95	\$12.90	\$12.85	\$12.83	\$12.84	\$12.73	\$12.76	\$12.59	\$12.50	\$12.44	\$12.47	\$12.53	\$12.55	\$0.02
BASIC	\$13.52	\$13.48	\$13.59	\$13.52	\$13.52	\$13.48	\$13.38	\$13.43	\$13.48	\$13.51	\$13.43	\$13.47	\$13.54	\$0.07
RJR PRIVATE LABEL	\$12.20	\$12.12	\$12.02	\$12.12	\$12.22	\$12.02	\$11.99	\$11.93	\$11.81	\$11.70	\$11.73	\$11.92	\$11.84	-\$0.08
BEST VALUE	\$12.50	\$12.60	\$12.43	\$12.44	\$12.42	\$12.35	\$12.29	\$12.23	\$12.24	\$11.97	\$11.94	\$12.16	\$12.05	-\$0.11
MONARCH	\$12.96	\$12.74	\$12.80	\$12.75	\$12.59	\$12.48	\$12.31	\$12.36	\$12.14	\$12.25	\$12.11	\$12.13	\$12.07	-\$0.06
GFC	\$12.21	\$12.19	\$12.32	\$12.26	\$12.29	\$12.27	\$12.18	\$12.04	\$12.22	\$12.11	\$12.13	\$12.15	\$12.22	\$0.07
MONTCLAIR	\$12.75	\$12.75	\$12.78	\$12.80	\$12.80	\$12.73	\$12.59	\$12.68	\$12.54	\$12.62	\$12.63	\$12.64	\$12.68	\$0.04
ALL AMERICAN VALUE	\$13.36	\$13.20	\$13.29	\$13.40	\$13.70	\$13.32	\$13.30	\$13.31	\$13.07	\$13.06	\$13.23	\$13.07	\$13.24	\$0.17
LOWEST PRIVATE LABEL	\$11.76	\$11.73	\$11.71	\$11.74	\$11.82	\$11.69	\$11.81	\$11.65	\$11.51	\$11.55	\$11.54	\$11.64	\$11.52	-\$0.12
LOWEST BRAND DISC	\$12.13	\$12.12	\$12.10	\$12.11	\$12.12	\$11.96	\$11.92	\$11.89	\$11.88	\$11.77	\$11.78	\$11.84	\$11.86	\$0.02
LOWEST DISCOUNT	\$11.71	\$11.70	\$11.70	\$11.67	\$11.68	\$11.56	\$11.53	\$11.50	\$11.45	\$11.40	\$11.40	\$11.47	\$11.49	\$0.02
MARLBORO														
% GAP	40.4%	40.2%	40.3%	40.9%	40.7%	42.2%	42.8%	42.5%	43.5%	44.2%	43.6%	43.2%	42.9%	-0.3%
\$ GAP	\$4.73	\$4.70	\$4.71	\$4.77	\$4.75	\$4.88	\$4.93	\$4.89	\$4.98	\$5.04	\$4.97	\$4.96	\$4.93	-\$0.03

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Supr Pricing